



The Gentle Island

Press Tours to Prince Edward Island www.tourismpei.com

For more information, contact:

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Green to Green - June 2009

Grab your clubs and join us for a golf tour of Canada's greenest province. Begin at the classic Sir Stanley Thompson-designed Green Gables course located right inside PEI National Park. This course is celebrating a re-opening after a Tom McBroom directed \$45 million renovation. Finish the day with lobster. Next day move on to Mill River, the home of The Golf Channel's Big Break Prince Edward Island series, which begins airing April 20, 2009. End the day with more lobster, or move on to oysters and mussels! Day Three: a leisurely tour across the Island with a stop in the centrally located Glasgow Hills. Optional fourth day golfing two courses at Rodd Brudenell River's two courses Dunderave and Brudenell.

Paddle and Pedal the Island

For fresh air lovers, this itinerary includes three days paddling from inn to inn, followed by two days cycling the province's Confederation Trail. If classy country inns and fine dining sounds too soft, we can arrange for overnight camping instead. This is an individual tour; dates depend on outfitter's schedule.

Shellfish Festival - September 18-21, 2009

It's all seafood, all the time on this press visit which puts the media to work judging the best chowders on the continent. Also on the agenda - mussel farm tour, oyster shucking contest, non-stop music in the Festival tent and all around delicious fun.

Fall Flavours - September 29- October 4, 2009

For serious foodies only, this press visit provides a fully rounded "farm to table/ocean to plate" culinary experience. A small select group of journalists will take part in the five-day Fall Flavours Festival agenda - the hard part may be choosing from over 100 scheduled events ranging all the way from tonging for oysters, learning the "lost art of pickling," joining the Roving Feast, attending Farm Day in the City, and of course fine dining where Island chefs show off the best of PEI. visit www.fallflavours.ca



Live like an Islander - August 2009

Those of us who live in Prince Edward Island like to think we enjoy the best of all possible lifestyles. And with this press tour, we have agreed to share it! Over three days, journalists will fish for lobster, learn to sail, uncover the "secrets of seaweed," and prep a standardbred race horse for race night. More Islander options include making folk art, creating a sandcastle or playing in clay.





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Drink up!

Rossignol PEI What used to be a clandestine creation, cooked up in a backcountry still, has joined the Prince Edward Island drinks scene - yes, moonshine PEI style is now available on the shelves of the local liquor stores and not only that, you can visit the Myriad View Distillery in Rollo Bay and check out their Strait Lightning and Gin as well. Nearby in eastern PEI, the owners of Johnson Shore Inn have developed another tasty Island spirit, in the form of potato vodka. Take the Island's most famous primary product, distill carefully and sip a vodka that is more silky and smooth than grain-based spirits. Visitors can tour the distillery located in beautiful Hermanville.

Still thirsty?

Rossignol Estate Winery in Little Sands produces fruit wines, liqueurs and traditional grape wines. Imagine the fresh taste of apple captured in a delicious Liberty Blossom dessert wine, or the fruity bouquet of blackberry mead. Finally take a sip of history at the Gahan House brew-pub where the Sir John A's Honey Wheat Ale is only one of seven ales made on site with no additives or preservatives.



Eat up!

Drinking alone is never recommended, so match up your sipping with some scrumptious Prince Edward Island meals. The restaurant scene has been hot over the past year, with a dozen or more new dining establishments opening up. In the heart of Charlottetown, renowned chef Gordon Bailey just opened the doors to Lot 30. Near the Island's North Shore, the Pearl is a new café that serves a nice mix of affordable menu items - a great spot for brunch. Snacks or tea? Hurricanez by the Bay is newly opened in Darnley, while Grandma's Afternoon Tea Room is now open in Hunter River. Tucked away in Georgetown or Victoria are the Rusty Anchor and Ruthie's. These round out the perennial favourites like Dayboat, Inn at Bay Fortune and Flex, where mussels are served 47 different ways. And by the way, Flex has opened a sister restaurant in Manhattan!

Live like an Islander:

Learn to tong and shuck oysters, own a standardbred racehorse for an evening, uncover some "Seaweed Secrets," or make moonshine (legally!) These are just a few of our "Once in a Lifetime" experiences that also include geocaching, fishing for lobster and creating a piece of folk art.





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Golf News

Spruce up your golf game at the Canadian Golf Academy, then

show off at some of Canada's top courses, including the famed Links at Crowbush Cove, the newly renovated (at a cost of \$5 million) Green Gables or perhaps try out Mill River, the host course (and first Canadian location) for an upcoming "Big Break" series on Golf Channel. Golf Channel is also featuring Prince Edward Island this year with an episode of Golf with Style as well as a broadcast of two of the PEI Legends of Golf face-offs: Nicklaus vs. Watson and Singh vs Weir. In other Island golf news, Golf PEI has formed alliances with some major tour organizations; the International Association of Golf Tour Operators has featured Prince Edward Island in 2008. A fun new event is planned for July 2009 that will invite international couples to compete in a friendly way in a three-day festival. www.tourismpei.com/pei-golf

First year fantastic

PEI Oyster Shucking A brand-new fall food festival launched October 2008, with an ambitious schedule of 130 different events spread clear across Prince Edward Island. Many of the events sold out and the Fall Flavours Festival drew praise from all corners. To name just a few of the activity choices in 2008: learn our Seaweed Secrets, "Tong and Shuck" for PEI's famous and delicious oysters, create organic herb oils, sign up for Culinary Boot Camp, study Smoking & Curing, or get tickets to very fine meals served by the province's most talented chefs. Apply now, since the 2008 press trip booked up early.

Flying to the Island

Delta and Northwest Airlines both offered direct flights from the US to Prince Edward Island in 2008. Lucky residents of Boston, New York and Detroit were all able to fly direct into Charlottetown during peak season. Flight plans for 2009 are still under discussion.



One hundred and counting..

Anne of Green Gables marked the 100th

anniversary of the publication of the world-famous novel Anne of Green Gables. Parties, festivals and new theatre productions were just some of the special activities, however two new Anne-themed films were produced as well. Anne of Green Gables, A New Beginning stars Shirley MacLaine and Barbara Hershey, and tells the story of Anne prior to her arrival at Green Gables. Zuno films has created a story around the love for Anne among young Japanese girls. The \$2.3 million Canadian-Japanese co-production just wrapped up filming in Prince Edward Island, but it is not a remake of the Anne story, rather a tale that follows the journey of Anne Lee, a young Japanese girl who visits Prince Edward Island to find her grandmother's first love, a Canadian soldier who gave her grandmother a copy of the novel in 1946. Japan's fascination for Anne dates to 1952, when the Japanese translation was published. Anne of Green Gables has sold more than 50 million copies in 17 languages since its first publication 100 years ago.

